

Radio station music not exactly up to par with student listener

EDITOR:

I'm a student here at Ohlone, for more than a year. I listen to a lot of college radio, more than I do commercial radio. San Jose has 90.5 KSJS "Ground Zero Radio" and Santa Clara has 103.3 KSCU "The Underground Sound," and there are a few other college radio stations too. They play various kinds of music, with various DJs. Punk, metal, hip-hop, a lot of things that usually aren't picked up even by Live105's Soundcheck or Local Lounge.

And one day, as I was standing at the Ohlone bus stop, I wondered "does Ohlone have a radio station?" Then I saw a sticker on the side of the pay phone that said 89.3 KOHL. Great, so I go home and I turn the radio on and I tune it to 89.3, and I hear this crap, this horrible crap. It's what I hear on MTV! MTV in the afternoon, with TRL and Carson Daly.

I figured "hey, maybe that's just one DJ and his/her choice of music. I'll come back in a few hours." But everytime I turn on this channel I

hear the same kind of music every hour.

There is no variety. Is there only one DJ at KOHL? Or is everyone in Fremont just a teeny bopper. Ohlone's radio station should get new DJs with different tastes in music, that's all I'm asking. There's plenty of commercial radio stations that play what KOHL plays. A little punk, a little metal, a little bit of everything else. C'mon. Pop sucks.

Dan Vo

Ohlone student

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KOHL Radio is the operating lab for the radio broadcasting instructional program at Ohlone College. Some collegiate radio facilities are not directly associated with occupational teaching programs. Non-commercial college and community stations often adopt free-form, recreational approaches to broadcasting - often great fun for the participants, but of zero relevance to the commercial job market. (When I was involved in station ownership, we actively avoided applicants right out of college because many simply didn't understand the needs and practices of the industry.)

We are fortunate to have an ex-

cellent staff of professional Bay Area broadcasters instructing (and often hiring) our students. This, coupled with the programming and marketing skills learned in on-air labs, makes our students eminently employable. Ohlone's job placement record is unequalled and, at the end of the day, we feel that's what it's all about. A student who plunks down hard-earned cash to attend any college occupational program certainly expects to be prepared for a position in their chosen field. In radio, he or she needs to be exposed to the skills, practices and equipment directly paralleling that of a commercial broadcast facility.

KOHL is a contemporary hit radio station, complete with all the difficult production, research, pro-

gramming and on-air execution techniques associated with any marketable professional facility. Local artists are welcomed and integrated into the rotation as appropriate. The format is a consistent, branded product that delivers a sizeable listening audience. It's a farm club philosophy that prepares students for the reality of commercial broadcasting - and that's where the jobs are. Make no mistake - the radio industry in America is highly focused competitive commerce, and any job-seeker not properly prepared had better step back, because the blood is real.

Robert Dochterman

*Director of Operations
KOHL Radio*